MISSISSIPPI
BUSINESS REVIEW

October, 1984

DIVISION OF BUSINESS RESEARCH
MISSISSIPPI STATE UNIVERSITY

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MISSISSIPPI 1939 45th ANNIVERSARY 1984 BUSINESS REVIEW

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A Model For Attracting Industry To A Community

By
W.B. Martin

The professional industrial developer, whose job is to attract industry to a community, is often judged on his ability to produce short-run payoffs, such as new jobs created. The emphasis on short-run payoffs, however, can result in efforts to attract new industry with too little consideration given for the degree to which such additions are compatible with the community's economy, its infrastructure, etc.

The short-run focus in part results from not having developed a set of operational objectives. For example, what is needed is more systematic attention devoted to the identification of firms with industries that have economic and social characteristics that will fulfill long-run community development goals. Too often development efforts are directed towards trying to sell a community to a multitude of firms, hoping that the laws of chance will turn up a "success", regardless of whether the "success" will be "good" for the community.

In order to increase the chances of achieving lasting and beneficial results, the primary objective of industrial development efforts should be to fully exploit community resources according to a set of long-run community development goals. This means that industry selection should be accomplished on a basis other than intuition and chance. Selectivity is the key word in industrial development. As some have noted, "It is best to reach the correct people directly rather than a million wrong people by glossy advertisements."

Before turning to the industry selection model proposed in this article, it might be beneficial to take a brief look at what causes a community to grow, and at plant location theory.[1]

Causes of Community Growth

Community growth is a function of very complex interactions among many activities within its economy. There is no single "cause" of such growth. However, the accepted theories of growth do emphasize certain factors as being more primary, or causal than others. In general, these theories stress external demand for the community's exports and the community's supply of labor and other production inputs as being the primary factors that promote economic growth.

Two well-known theories of community growth are the economic base theory and the sector theory. Economic base theory divides a local economy into two sectors. One is the "export" or "basic" sector that produces goods which are mainly consumed outside the community and whose growth is basically related to national economic growth. The other is the "service" or "nonbasic" sector which produces mainly for local consumption, and whose growth and economic well-being depend primarily on the success of the basic industries.

The "sector theory views community growth as an internal evolution of specialization and the division of labor."[2] This theory holds that economic growth is a function of how fast resources are moved out of the primary activity (agriculture) and into secondary activities (manufacturing) and tertiary activities (services). Manifestation of community growth, according to the sector theory, is continual growth in secular income. For this reason, a secular growth model will heavily emphasize the importance of attracting growth industries to a community.

Although neither theory alone can completely explain growth it is possible to generalize about community growth.[3] For example, it is generally agreed that in order to grow a community must have basic or export industries that produce goods and/or services for export to other communities and areas of the country. The rationale behind this idea is that a community, like a business firm, must earn its livelihood by producing something that others will pay for; a community cannot therefore get richer by simply "taking its own washing." Exports produce direct income to the community, which

in turn creates employment in other local industries that sell goods and services to the export industries. Consequently, exports provide the economic base for a community's growth.

A second generalization is that community growth is normally accompanied by a decline in the fraction of the community's labor force that is employed in agriculture. It is believed that this is the result of the fact that the amount of farm products demanded is basically unresponsive or inelastic either to income or price changes and as incomes in the community increase, the demand for farm products grows relatively less rapidly than the demand for nonagricultural output.

A third generalization is that there are some things that a community can do from within to promote growth. For example, a community might be able to stimulate demand for its export goods/services with sales promotion campaigns, or the community may improve its access to external markets by lobbying for more favorable transportation rates and services for its exports. A community might be successful, through persuasion and subsidy, in obtaining better and cheaper incoming transport for its imported materials. A community should use its public and private research centers and its universities as suppliers of people, service, and ideas for new growth industries.

Plant Location Decisions

The cost of locating a new plant in the wrong geographical area can be very substantial indeed. As a result most manufacturers today carefully evaluate the economics of selecting a new location. In an overall sense, a firm will locate where it can earn the highest return on its investment.

One of the first steps that a company will take in plant location analysis is to identify those geographical areas that will satisfy its most basic location prerequisite (s). This means that raw material oriented industries will place prime importance on raw materials and therefore must locate close to the raw material source. Labor intensive industries will tend to seek out areas that can provide the labor skills necessary at the lowest cost. Market oriented industries will look for areas that offer either an established or a potential market for their product; nearness to markets must therefore determine which areas will be evaluated as potential locations.

After several areas are indentified as being potentially good locations, the company will next evaluate each one in terms of a list of resources that the area has to offer. Such a list will usually include the following factors:[4]

* Raw materials - emphasis on availability and cost
* Labor - emphasis on quality, availability, cost, and union attitudes
* Markets - emphasis on convenience to markets
* Utilities - emphasis on availability and cost
* Transportation
* Climate
* Community factors - such as financial aid, attitudes towards industry, and a favorable tax structure
* Site factors - such as supply and cost of land, availability of buildings, and future plant expansion capabilities.

Of course the relative importance of these factors is a function of the nature of the industry. A high technology industry will be interested in a community's educational facilities; industries dealing in heavy, bulky raw materials or products will be particularly interested in climate in hopes that a mild climate will reduce worker absenteeism.

There are many other reasons why industries go where they do, but it is a fact that without the basic needs of the industry, whether it is raw materials, labor, market, or some other factor, the industry will not consider a relocation or expansion unless it can earn a higher return on investment in the new location. If the industrial developer can show company management that the community has the basic ingredients needed for their operation and that they can take these ingredients and earn higher profits from a plant located in the community than can be earned in another location, chances are good that the developer will be successful in getting a new industry for the community. The point is that industries go where the profit is.

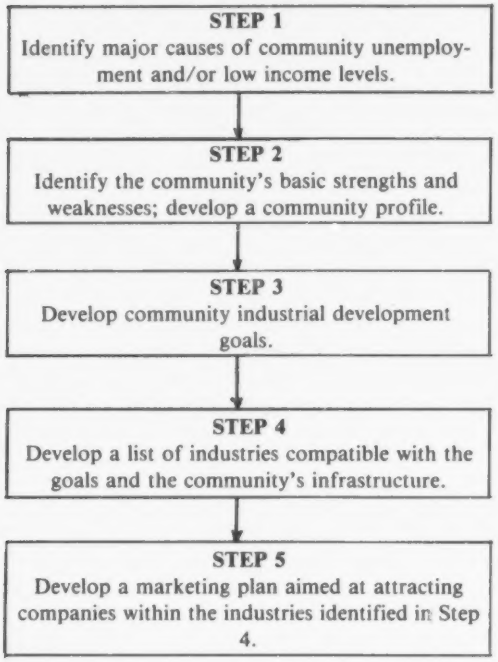
INDUSTRY SELECTION MODEL

The essential elements of a systems approach to industrial development should include: (1) the development of a set of community long-run industrial goals: (2) a realistic assessment of the strengths and weaknesses of the community's infrastructure: (3) the matching of industries to the infrastructure consistent with community goals; and (4) a recognition that growth will cause changes and will also require changes in the infrastructure. The industrial developer should therefore be charged with two fundamental responsibilities: (1) to use a systematic approach in matching industries to the

community's economy; and (2) to help effect long-run infrastructure change that is necessary for the continuing achievement of community goals.

A model that utilizes a systems approach to industrial development is shown in Figure 1. This model is suggested for use by the industrial developer for matching industries to a community's economy and also for identifying major weaknesses in the local infrastructure.

FIGURE 1.
Steps Required in Applying the Proposed Model to Match Industries to a Community's Economy


STEP 1
Identify major causes of community unemployment and/or low income levels.
STEP 2
Identify the community's basic strengths and weaknesses; develop a community profile.
STEP 3
Develop community industrial development goals.
STEP 4
Develop a list of industries compatible with the goals and the community's infrastructure.
STEP 5
Develop a marketing plan aimed at attracting companies within the industries identified in Step 4.

Indentify the Major Causes of Unemployment and Low Incomes (Step 1)

Since the primary economic objective of industrial development is to increase the community's income and job opportunities, the first step in applying the model shown in Figure 1 calls for identifying the basic causes of the community's unemployment and/or low income levels.

A major cause of unemployment is the migration of people to an area who incorrectly assess their chances of getting a job. For example, minorities and farm workers have migrated heavily to metropolitan areas in hopes of finding greater opportunities only to find few jobs for which they are trained in a technologically-oriented economy.

Communities that develop around a single, cyclical industry can experience substantial unemployment problems when the national economy goes into a recession, with the industry following suit. For example, communities that develop around an industry that depends on federal government contracts are subject to frequent and often severe economic ups and downs as a government expenditures fluctuate.

Another factor that will cause severe economic problems for certain communities is the depletion of regional natural resources.

Migration of industry will often create severe economic hardships for the area it leaves behind. An example of this is the movement of a large segment of the textile industry from the Northeast to the South during the sixties.

Determine Strengths and Weaknesses (Step 2)

The second step in applying the model is to assess the strengths and weaknesses of the community's infrastructure. This step is important because it will provide information that can be used to keep the goal-setting step (Step 3) on a realistic basis.

The community should develop a profile[3] that provides data on population and labor trends, market data, utilities, etc. In other words the profile should include the data that a company would need to evaluate the potential profitabilty of locating a plant in the community. This data should be compiled and published in booklet form and distributed to anyone who shows an interest in establishing a business in the community.

Develop a Set of Goals (Step 3)

The third step of the model involves setting industrial development goals of the community. This is an important step that is too often omitted in practice. One problem frequently encountered in goal setting is widespread disagreement on what the goals should be; such disagreement is usually caused by the diversity of economic and political interests found within a community. For example, there are frequently a number of private economic development groups, often pulling in different directions, operating within a community. In

addition, there are state, federal, and political groups involved in varying degrees in development efforts.

A set of industrial development goals should reflect the views of a cross-section of members of the community. In other words to gain wide support, the goals should reflect the views of the general citizenry and not just the views of the business community. Participation from all community sectors in formulating a set of industrial development goals should help unite the community behind the goals, thus increasing the probability of being successful in the development efforts.

It is also important that progress or success in achieving each goal be measurable. It is both inefficient and unfair to charge an industrial developer with the job of fulfilling goals for which it is difficult or impossible to measure progress and success. For example, one goal might be to attract industry that will help stabilize employment in the community. Success in achieving this goal is to a large extent measurable. On the other hand, a goal may call for attracting industry that would have a "favorable" impact on the existing business structure of the community. This goal is too abstract; it is not specific enough because there can be many interpretations of what "favorable" means. Thus, a goal should be specific in order to facilitate measuring the degree of progress or success in fulfilling the goal. Other specific goals may include attracting industry that: (1) has a high value added per employee; (2) is non-polluting; (3) has potential for future growth; (4) has a high payroll per employee; (5) will pay high local taxes; (6) will tend to generate a great deal of secondary income and employment; (7) will employ a large number of employees per firm; and (8) will employ a highly skilled employee.

The determination of a set of goals can be accomplished in several ways. One method utilizes a commission whose members are chosen at random from a list of community leaders. The commission holds townhall types of meetings in the community. Views expressed at the meetings can be synthesized to produce a common set of goals. Another technique involves using a randomly-distributed mail questionnaire that asks area citizens to add to or delete from a suggested list of development goals, and to rank the goals. One drawback to the latter technique is that some of the questionnaires will go to both ill-informed and disinterested persons whose responses may reflect little or no thought on the matter. Probably some version of the second method would be best, where a committee of persons knowledgeable in economic development concepts holds open meetings to obtain additional imput for the formulation of a final, ranked set of development goals.

Develop a List of Industries (Step 4)

Once a set of industrial development goals have been formulated and ranked, the fourth step of the model involves first using a simple screening process to match industry with the goals; in this way the industries can be ranked according to how well they fulfill the goals. Next, the primary locational characteristics of the top ranked industries are compared with data from the community profile to determine those industries that would best fit the community's economy and infrastructure.

To elaborate on Step 4, assume the following set of goals, listed in order of importance: (1) high annual salary per employee; (2) high value-added per employee; and (3) high percentage change in value-added. Data on these three factors for industries listed at the four-digit Standard Industrial Classification (S.I.C.) level can be found in the 1977 Census of Business. These data should be compiled for at least four hundred[6] manufacturing industries. Then the industries are ranked from high value to low value on each of the three factors. Next, final ranking points are computed for each industry. For example, assume that Paperboard Mills (S.I.C. 2631) ranked number 250 out of 400 industries on salary, number 170 on value-added, and number 210 on percentage change in value-added. An easy way to compute final ranking points is to weigh these individual industry rankings in inverse proportion to the goals' rank. For the example, the total final ranking points would be: [(250/1) + (170/2) + (210/3) = 405 points].[7] The industries are finally ranked according to their total final ranking points; the industry with the **minimum** number of points is ranked first, etc. At this point each industry has been ranked according to how well it fulfills the three goals in the example.

Next, the primary locational characteristics are compiled for example, the 100 top ranked industries.[8] Locational characteristics can be obtained from the literature, from trade associations, and from surveys.[9] Data from the regional profile (developed in step two) are then used in a subjective comparison process with the locational characteristics to determine which of the industries, if any, would have a good chance of being successful if located in the community. The intent here is to determine, through a subjective comparison, if what the community has to offer matches reasonably well with what a particular industry needs. When a "good"

match is found, then that industry becomes a candidate for the marketing of step five.

It is important to emphasize that considerable judgment must be used in making the above comparisons; few, if any, industries will "perfectly" match with what the community has to offer. The comparison should begin by assessing whether the community appears to have sufficient markets, labor, raw materials, or transportation modes to meet the industry's **basic** location requirement(s). Many of the industries will become noncandidate for further consideration after making these simple, but fundamental, comparisons.

Develop a Marketing Plan (Step 5)

The marketing plan, which is step five in the model, should be developed and its implementation coordinated by the industrial developer. The plan should be developed around the following three approaches, all for the purpose of attracting capital to create new manufacturing jobs in the community. First, local investors should be made aware of the identified industries and encouraged to invest in local manufacturing facilities. Local capital will produce a healthier net effect; fewer dollars will be siphoned from the manufacturing value added at home to headquarters elsewhere. Thus more wealth will remain in local accounts.

It is possible that one or more of the industries identified might complement the product line of a manufacturer already located in the area. The second approach used in the marketing plan should involve an investigation of this possibility.

The third part of the marketing plan should focus on attempts to convince specific firms within one or more of the industries identified to either relocate or to establish a branch plant in the community. Almost certainly, branch plant operations will be easier to attract than will a plant relocation. By limiting "selling" efforts to the several industries identified in step four, the developer can use mass communications and more direct, personal promotional techniques to help attract new industry to the community. The Dun and Bradstreet **Million Dollar Directory**[10] can be used to obtain names and addresses of companies in any product classification desired.

Changing the Infrastructure

Weaknesses or shortcomings in the community's infrastructure will become quite evident during the screening process of Step 4. The community's tax structure; its lack of certain transportation modes, labor skills, job training facilities, cultural activities, higher education facilities, and developed industrial park; high crime rates; and shortages of water and other utilities are typical infrastructure weaknesses that can combine in various ways to force many of the industries to be disqualified for further consideration during Step 4.

The main point here is that the industrial developer should be partly responsible for motivating community leaders and working with them in developing ways to improve the infrastructure in an effort to make the community more attractive to a broader range of industry. No doubt certain suggested changes will be too expensive for the community; however, careful study of all alternatives may suggest modest approaches to developing sound programs for improving the infrastructure. There are federal programs, such as those sponsored in part by the Economic Development Administration, that can provide a community with matching funds for improving its infrastructure.

Conclusion

The central theme of this article is that industrial development efforts should follow a comprehensive plan that is built around both the development goals and the strengths and weaknesses of the community's infrastructure. A well developed plan should form the basis from which the development agency formulates its goals. Thus, a systems approach will help force the developer and the community to consider important factors such as population growth, economic stability, ecology, and the impact of industrial growth on the community. In addition, the development plan should form the basis from which the performance of the developer can be measured; too often little attempt is made at measuring the results of industrial development programs.

The proposed systems approach to industrial development require the community to first identify its goals and its resource strengths and weaknesses. Then target firms are identified by matching the goals and resources with the primary locational characteristics of a list of industries. Finally, a selective promotional plan should be developed that will allow the developer to use direct, personal selling techniques to encourage the target firms to locate manufacturing facilities in the area.

FOOTNOTES

1. Several good sources on these two subjects are as follows: Edgar M. Hoover, **An Introduction to Regional Economics,** 2nd E. (New York, Alfred A. Kropf, Inc.); Harry W. Richardson, **Regional Economics,** (New York, Praeger Publishers, 1969); Werner F. Hirsch, **Urban Economic Analysis,** (New York, McGraw-Hill Book Co., 1973), and Richard F. Muth, **Urban Economic Problems,** (New York, Harper and Row, 1975)

2. M. Jarvin Emerson and F. Charles Lampshear, **Urban and Regional Economics: Structure and Change** (Boston, Allyn & Bacon, Inc., 1975) p. 132.

3. Harvey S. Perloff, et al., **Regions, Resources, and Economic Growth** (Baltimore, The John Hopkins Press, 1960).

4. Taken from: Thomas P. Bergin and William F. Eagan, "Economic Growth and Community Facilities," **Municipal Finance** (May, 1961), pp. 147-148; Allen A. Lynch, "Environment and Labor Quality Take Top Priority in Site Selection," **Industrial Development** (March-April, 1973), pp. 13-15.

5. Many communites have long ago prepared a profile; those that have done so would be mainly concerned wtih keeping it up to date.

6. The number of industries selected must, of course, be decided by the individual analysts.

7. Certainly another type of weighting system can be adopted here to arrive at an industry's final ranking points.

8. Again, the number of industries selected at this point must be decided by the analyst.

9. The Department of Commerce has published data on industry-location characteristics.

10. This directory gives names, addresses, and lists principal offices of companies that have a net worth of $1 million or more. The companies are listed by product classification at the four-digit S.I.C. level.

W.B. Martin

W.B. Martin, Ph.D. has a B.S. degree in Chemical Engineering, an M.B.A. in Management, and a Ph.D. in Finance, Statistics, and Economics. He is currently Associate Professor of Real Estate at University of Texas at El Paso and Director of the Real Estate Program. Dr. Martin has published real estate articles in the **Appraisal Journal,** the **Commercial Investment Journal, Real Estate Review, Appraisal Review, Real Estate Today, Southwest Business and Economic Review, El Paso Economic Review,** and **Louisiana Business Review.**

NEW AND EXPANDED INDUSTRY

Town Firm Product	No. of Employees
NEW	
Batesville	
Picture Frame Enterprise	75
Picture frames	
Belmont	
Lindsey Foam Products	10
Foam	
Durant	
KLH	200
Wire harness	
Greenville	
Chico-San	150
Food processing	
Meridian	
Bates Steel	
Steel	
Saltillo	
Motion Chair, Inc.	150
Recliners	
EXPANDED	
Booneville	
Parker Hannifin	100
Auto AC Hose assemblies	
Carthage	
Carthage Corp.	50
Clothing	
Greenville	
Mississippi Marine Towboats	50
Barges	
Greenwood	
CAE Plastics	18
Auto plastics	
New Albany	
Benchcraft, Inc.	20
Furniture	
Tupelo	
Alf Company	7
Welt Cord	
Walnut Grove	
Walnut Grove Apparel	30
Boys knit shirts	

Mississippi Agriculture Report
August, 1984

The August 15, 1984 Index of Prices Received by Mississippi Farmers for all commodities was down 4 points, (3 percent) at 114 percent of its January-December 1977 average.

Decreases in cotton and soybean prices were responsible for the 2 point (2 percent) decline in the All Crops Index leaving it at 103 percent of its January-December 1977 average.

Decreases in broiler, and egg prices were responsible for the 7 point (5 percent) decline in the Livestock Product Index leaving it at 130 percent of its January-December 1977 average.

The August ratio of prices received by Mississippi farmers to U.S. prices paid was 69 percent of its January-December 1977 average. The Index of Prices Paid by Farmers for Commodities, Services, Interest, Taxes and Farm Wage Rates for August was 165, unchanged from mid-July.

PRICES RECEIVED AND PAID BY FARMERS--MISSISSIPPI

COMMODITY	UNIT	Aug 15 1983	Jul 15 1984 3/	Aug 15 1984
			Dollars	
PRICES RECEIVED				
Rice 4/	Cwt.	8.41	8.18	8.31
Sweet potatoes	Cwt.	7/	7/	14.60
Soybeans	Bu.	8.03	6.73	6.60
Cotton	Lb.	.596	.652	.623
Cottonseed	Ton	7/	7/	7/
Hogs 4/	Cwt.	46.70	52.00	50.60
Cows	Cwt.	36.30	34.30	34.90
Steers & Heifers	Cwt.	52.40	53.00	55.30
Beef Cattle	Cwt.	42.60	40.00	41.20
Calves	Cwt.	53.40	54.70	56.30
Milk Cows 1/	Head	6/	840.00	6/
All Milk, Whsl.	Cwt.	14.40	14.00	14.10
Fluid	Cwt.	14.50	14.10	---
Mfg.	Cwt.	12.50	12.00	---
Comm. Broilers 2/	Lbs.	.325	.365	.315
Eggs 5/	Doz.	.489	.571	.489
PRICES PAID FOR FEED				
Hog Feed, 14-18% Protein	Cwt.	11.50	12.50	12.20
Beef Cattle Concentrate, 32-36% Protein	Cwt.	11.00	12.50	13.50
Cottonseed Meal, 41% Protein	Cwt.	12.50	15.00	15.00
Soybean Meal, 44% Protein	Cwt.	14.00	13.50	13.50
Dairy Feed, 16% Protein	Ton	193.00	195.00	198.00
Chick Starter	Ton	210.00	191.00	191.00
Laying Feed	Ton	180.00	168.00	159.00
Broiler Grower	Ton	197.00	188.00	178.00

1/ Animals sold for dairy herd replacement only. 2/ Liveweight equivalent. 3/ Prices for rice, milk, soybeans, cotton and livestock relate to the average prices for all sales during the month. 4/ U.S. Price. 5/ Market (table) eggs, including eggs sold retail by producers. 6/ Prices published January, April, July and October, 7/ Insufficient sales.

SOURCE: Mississippi Crop and Livestock Reporting Service, Mississippi Department of Agriculture and Commerce.

GENERAL FUND
Comparing July 1, 1983-August 31, 1984

	August 1984	August 1983
Sales Tax	$50,751,803(1)	$40,645,385
Use & Wholesale Compensating Tax	6,616,593(2)	7,019,028
Individual Income Tax	16,593,996	17,927,860
Corporate Tax	4,773,909	3,476,121
Tobacco Tax	2,807,506	2,536,778
ABC Division	2,006,089	1,949,192
Beer & Wine Tax	2,254,698	2,195,691
Oil Severance Tax	5,076,057	3,419,048
Estate Tax	1,093,229	472,118
Statewide Privilege Tax	1,648	2,063
Installment Loan Tax	7,700	575
Gas Severance Tax	2,291,150	2,717,355
Insurance Premium Tax	11,210,989	9,366,608
Auto Tag Fees	270,577	293,773
Auto Privilege Tax	174,714	161,921
Title Fees	98,478	101,217
Petroleum Tax	355,948	434,343
Admission Tax	17,440	54,900
Timber Severance Tax	——	——
Slot Vending Tax	3,484	4,437
Pulpwood Scaling Fees	8,568	10,408
Fire Marshal Fees	2,255	25,780
Freeport Warehouse Tax	——	——
Aircraft Registration Fees	6	305
Int. on Direct Deposits	37,469	43,391
Tax Commission Transfer to Gen. Fund	$106,454,306	$ 92,858,297
Tax Comm. Special Fund Transfers	41,531,427	39,232,180
Tax Commission Total Transfers	$147,985,733	$132,090,477

(1) 2% Discount allowed and not included-$628,270

(2) 2% Discount allowed and not included-$ 44,628

Tax Commission Cash Balance August 31, 1984-$21,006,333

Tax Commission Cash Balance August 31, 1983-$19,640,261

COLLECTIONS
With July 1, 1982-August 31, 1983

7/1/84 to 8/31/84	7/1/83 to 8/31/83	Increase or Decrease over Prior Year	
		Amount	Percent
$103,607,694 (1)	$81,224,993	$22,382,701	27.56
13,255,768 (2)	15,621,559	(2,365,791)	(15.14)
31,303,030	39,296,563	(7,993,533)	(20.34)
12,107,865	6,008,034	6,009,831	101.53
5,181,615	4,878,975	302,640	6.20
4,385,169	4,870,253	(485,084)	(9.96)
4,475,290	4,251,594	223,696	5.26
8,193,407	7,730,834	462,573	5.98
1,880,460	1,085,700	794,760	73.20
2,006	3,975	(1,969)	(49.53)
435,632	359,402	76,230	21.21
4,394,431	6,385,657	(1,991,226)	(31.18)
12,456,342	10,866,608	1,589,734	14.63
576,104	622,636	(46,532)	(7.47)
359,215	407,166	(47,951)	(11.78)
216,655	209,958	6,697	3.19
782,365	827,509	(45,144)	(5.46)
40,434	71,762	(31,328)	(43.66)
——	43,569	(43,569)	——
11,093	7,236	3,857	53.30
18,468	20,169	(1,701)	(8.43)
2,610	26,539	(23,929)	(90.17)
10	——	10	——
261	473	(212)	(44.82)
80,959	93,254	(12,295)	(13.18)
$203,766,882	$184,914,418	$18,852,464	10.20
109,821,072	89,399,970	20,421,102	22.84
$313,587,954	$274,314,388	$39,273,566	14.32

(1) 2% Discount allowed and not included-$1,292,287

(2) 2% Discount allowed and not included-$ 94,555

Food Stamp Participation By County, August, 1984

SOURCE: State Welfare Department

County	Number of Households[2] (Average Allotment $128.58)	Number of Persons[3] (Average Allotment $41.16)	Coupon Value[4] (Average Per Meal[1] $.46)
Adams	2,777	7,969	365,571
Alcorn	2,039	4,990	199,411
Amite	810	2,790	99,010
Attala	1,636	4,903	186,446
Benton	709	2,424	91,920
Bolivar	4,120	15,686	624,881
Calhoun	945	2,474	89,775
Carroll	783	2,308	83,986
Chickasaw	947	2,515	80,705
Choctaw	649	1,819	66,818
Claiborne	1,158	3,771	166,074
Clark	1,105	3,017	116,439
Clay	1,489	4,572	193,715
Coahoma	3,571	12,692	518,748
Copiah	1,834	5,870	238,701
Covington	1,127	3,661	140,555
DeSoto	1,756	5,895	224,590
Forrest	4,148	11,321	519,408
Franklin	801	2,236	90,615
George	1,191	3,584	161,889
Greene	943	2,862	126,462
Grenada	1,069	3,301	128,621
Hancock	1,719	4,760	218,000
Harrison	6,045	18,563	847,248
Hinds	13,584	41,022	1,896,239
Holmes	3,295	10,954	470,073
Humphreys	1,152	4,450	161,672
Issaquena	210	807	25,160
Itawamba	739	1,677	59,079
Jackson	4,820	15,411	774,646
Jasper	1,205	3,837	142,534
Jefferson	907	2,941	113,999
Jeff Davis	1,307	4,030	163,516
Jones	2,908	8,281	319,951
Kemper	704	2,300	83,003
Lafayette	1,035	2,991	112,604
Lamar	1,547	4,329	193,348
Lauderdale	3,923	11,601	496,331
Lawrence	800	2,266	88,172
Leake	1,726	4,814	191,162
Lee	2,036	5,339	209,018
Leflore	2,996	10,748	411,649
Lincoln	2,029	5,990	248,395
Lowndes	2,587	8,421	351,546
Madison	3,343	11,599	483,192
Marion	1,623	5,122	216,382
Marshall	2,782	9,331	375,520
Monroe	1,862	5,604	217,599
Montgomery	1,297	3,537	130,699
Neshoba	1,489	4,149	150,820
Newton	1,135	3,147	114,220
Noxubee	1,539	5,278	205,558
Oktibbeha	1,909	5,911	251,721
Panola	2,342	8,607	330,149
Pearl River	1,929	5,475	238,116
Perry	1,032	2,864	117,994
Pike	2,405	7,335	307,838
Pontotoc	1,038	2,433	84,756
Prentiss	1,182	3,032	106,472
Quitman	1,176	4,412	161,644
Rankin	1,927	5,750	234,614
Scott	1,454	4,404	165,924
Sharkey	882	3,605	127,297
Simpson	1,280	3,632	141,627
Smith	774	2,227	75,210
Stone	671	2,111	90,747
Sunflower	2,465	10,002	375,748
Tallahatchie	1,696	6,609	242,215
Tate	1,341	4,126	151,057
Tippah	1,248	3,370	126,245
Tishomingo	1,039	2,465	94,629
Tunica	1,229	4,782	177,671
Union	1,051	2,754	95,077
Walthall	1,139	3,890	157,325
Warren	2,909	8,599	382,512
Washington	5,888	20,703	894,573
Wayne	1,701	5,079	212,030
Webster	670	1,716	65,210
Wilkinson	1,060	3,274	124,760
Winston	1,698	5,007	191,635
Yalobusha	909	2,398	88,890
Yazoo	2,626	8,683	338,119
State Total	156,619	489,214	20,137,480

[1]Meals are on a state-wide basis and is computed on an average 30 day month and 3 meals per day for a total of 90 meals in one month.
[2]Average Allotment for Households is determined by dividing state total by number of state total of households.
[3]Average Allotment for Persons is determined by dividing state total by total number of person.
[4]Average per meal is determined by dividing the average allotment per person ($41.16) by total number of average meals a month (90)

Sales Indicated By Sales Tax Collections During August, 1984 By County (000's)

Source: State Tax Commission

County	Total Sales Tax Collections	Indicated Sales
Adams	1,812	33,367
Alcorn	933	17,337
Amite	203	4,774
Attala	438	8,206
Benton	69	1,292
Bolivar	1,082	20,262
Calhoun	285	5,725
Carroll	100	1,745
Chickasaw	226	1,331
Choctaw	133	2,785
Claiborne	201	4,510
Clarke	228	5,959
Clay	405	7,898
Coahoma	1,109	20,224
Copiah	476	8,790
Covington	590	11,160
DeSoto	1,138	21,420
Forrest	2,966	55,896
Franklin	107	2,362
George	279	4,976
Greene	105	1,986
Grenada	788	15,877
Hancock	788	15,383
Harrison	5,952	112,506
Hinds	12,077	227,549
Holmes	356	6,586
Humphreys	359	8,216
Issaquena	6	123
Itawamba	290	5,785
Jackson	3,071	59,768
Jasper	348	6,980
Jefferson	86	1,694
Jeff Davis	236	4,668
Jones	2,482	46,373
Kemper	110	2,416
Lafayette	740	13,697
Lamar	465	8,435
Lauderdale	3,207	60,271
Lawrence	202	3,899
Leake	388	7,616
Lee	2,787	50,885
Leflore	1,400	26,058
Lincoln	914	17,528
Lowndes	2,110	39,672
Madison	1,307	27,017
Marion	743	13,518
Marshall	474	8,941
Monroe	924	19,699
Montgomery	246	4,775
Neshoba	534	9,946
Newton	373	7,166
Noxubee	196	3,721
Oktibbeha	798	15,170
Panola	706	12,061
Pearl River	810	15,775
Perry	183	5,776
Pike	1,341	25,263
Pontotoc	324	6,500
Prentiss	454	8,781
Quitman	183	3,268
Rankin	2,285	42,209
Scott	655	13,275
Sharkey	190	3,579
Simpson	547	10,559
Smith	175	3,487
Stone	221	4,100
Sunflower	725	14,015
Tallahatchie	291	5,835
Tate	450	8,268
Tippah	406	7,789
Tishomingo	523	13,308
Tunica	180	3,285
Union	477	10,294
Walthall	235	4,437
Warren	1,696	32,641
Washington	2,215	40,315
Wayne	475	8,722
Webster	180	3,524
Wilkinson	236	4,504
Winston	367	7,201
Yalobusha	237	4,503
Yazoo	752	14,400
State Total	79,725	1,539,065

The Consumer Price Index—August 1984

The Consumer Price Index for All Urban Consumers (CPI-U) increased 0.4 percent before seasonal adjustment in August, to a level of 313.0 (1967 = 100), the Bureau of Labor Statistics of the U.S. Department of Labor reported today. For the 12-month period ended in August, the CPU-U increased 4.2 percent.

The Consumer Price Index for Urban Wage Earners and Clerical Workers (CPI-W) rose 0.9 percent in August, prior to seasonal adjustment. The August level of 310.3 (1967 = 100) was 3.6 percent higher than the index in August 1983. The CPI-W is used for indexing Social Security and some other Federal payments. It is also commonly used as an escalator in collective bargaining agreements.

CPI for All Urban Consumers (CPI-U)--Seasonally Adjusted Changes

On a seasonally adjusted basis, the CPI for All Urban Consumers advanced 0.5 percent in August, somewhat more than in recent months. Larger increases in the August indexes for food and beverages--reflecting a sharp jump in fresh vegetable prices--and housing accounted for about three-fourths of the advance in the overall CPI. Apparel prices also rose more in August. The transportation component was virtually unchanged following a 0.3 percent decline in July, as prices for gasoline and used cars fell less in August than in July. On the other hand, the entertainment index rose 0.5 percent for the third consecutive month, and the medical care and other goods and services components both registered smaller increases in August than in July. During the first 8 months of 1984, the CPI-U rose at a seasonally adjusted annual rate of 4.2 percent. This compares with a 3.8 percent increase for the 12 months ended in December 1983.

Percent Changes in CPI for All Urban Consumers (CPI-U)

Expenditure category	Seasonally adjusted								Unadjusted
	Changes from preceding month							Compound annual rate 3-mos. ended Aug. '84	12-mos. ended Aug. '84
	1984								
1983	Feb.	Mar.	Apr.	May.	June	July	Aug.		
All items	.4	.2	.5	.2	.2	.3	.5	3.7	4.2
Food and beverages	.6	-.1	0	-.2	.1	.3	.6	4.4	4.2
Housing	.5	0	.6	.2	.2	.5	.6	5.6	4.5
Apparel and upkeep	-.3	.1	-.1	.1	-.3	.5	.9	4.5	1.4
Transportation	0	.9	.6	.5	-.2	-.3	0	-1.9	3.5
Medical care	.8	.5	.5	.5	.5	.6	.3	5.3	6.1
Entertainment	.3	.-2	.8	-.1	.5	.5	.5	6.1	4.0
Other goods and services	.5	.5	.4	.3	.7	.9	.4	8.0	6.3

Financial Transactions, Banks and S & L's, United States, Southeastern States, June and July, 1984

$ millions	JUL 1984	JUN 1984	JUL 1983	ANN. % CHG.		JUL 1984	JUN 1984	JUL 1983	ANN. % CHG.
UNITED STATES									
Commercial Bank Deposits	1,380,284	1,374,549	1,283,357	+ 8	Savings & Loans**				
Demand	314,187	318,975	324,565	− 3	Total Deposits	674,396	665,403	612,257	+ 10
NOW	88,711	90,640	81,761	+ 8	NOW	19,742	20,339	17,744	+ 11
Savings	338,996	361,157	344,649	+ 4	Savings	170,782	173,689	186,991	− 9
Time	639,078	650,632	580,314	+ 14	Time	485,834	474,331	411,194	+ 18
Credit Union Deposits	52,997	52,569	61,395	− 14		JUN	MAY	JUN	
Share Drafts	5,526	5,650	5,535	− 0	Mortgages Outstanding	563,565	553,748	489,007	+ 15
Savings & Time	47,264	46,932	49,847	− 5	Mortgage Commitments	47,330	48,316	31,773	+ 48
SOUTHEAST									
Commercial Bank Deposits	157,580	157,153	144,736	+ 9	Savings & Loans				
Demand	36,336	37,388	37,317	− 3	Total Deposits	89,238	88,505	N.A.	
NOW	11,402	11,765	10,441	+ 9	NOW	3,084	3,255	N.A.	
Savings	40,807	40,934	38,019	+ 7	Savings	21,307	21,692	N.A.	
Time	73,111	72,069	63,480	+ 15	Time	65,182	64,093	N.A.	
Credit Union Deposits	6,209	6,137	5,875	+ 6		JUN	MAY	JUN	
Share Drafts	540	567	485	+ 11	Mortgages Outstanding	71,107	70,345	66,196	+ 7
Savings & Time	5,498	5,447	4,974	+ 10	Mortgage Commitments	5,533	5,427	4,593	+ 20
ALABAMA									
Commercial Bank Deposits	16,455	16,409	15,284	+ 8	Savings & Loans**				
Demand	3,712	3,852	3,897	− 5	Total Deposits	5,436	5,391	5,054	+ 8
NOW	1,021	1,051	922	+ 10	NOW	158	166	140	+ 13
Savings	3,322	3,343	3,194	+ 4	Savings	877	902	894	− 2
Time	8,831	8,768	7,896	+ 12	Time	4,441	4,362	4,086	+ 9
Credit Union Deposits	974	966	911	+ 7		JUN	MAY	JUN	
Share Drafts	97	100	85	+ 14	Mortgages Outstanding	4,166	4,096	3,657	+ 14
Savings & Time	843	842	774	+ 9	Mortgage Commitments	289	279	205	+ 41
FLORIDA									
Commercial Bank Deposits	55,623	55,565	50,393	+ 10	Savings & Loans**				
Demand	12,792	13,346	13,309	− 4	Total Deposits	57,273	56,706	54,403	+ 5
NOW	4,717	4,919	4,411	+ 7	NOW	2,155	2,296	2,138	+ 1
Savings	19,201	19,271	17,195	+ 12	Savings	14,687	14,960	17,068	− 14
Time	20,161	19,681	16,795	+ 20	Time	40,425	39,581	35,709	+ 13
Credit Union Deposits	2,728	2,693	2,570	+ 6		JUN	MAY	JUN	
Share Drafts	272	280	245	+ 11	Mortgages Outstanding	41,759	41,305	39,068	+ 7
Savings & Time	2,300	2,272	1,994	+ 15	Mortgage Commitments	3,386	3,387	3,241	+ 4
GEORGIA									
Commercial Bank Deposits	24,109	23,877	20,710	+ 16	Savings & Loans				
Demand	7,363	7,472	7,080	+ 4	Total Deposits	8,020	7,926	N.A.	
NOW	1,506	1,538	1,382	+ 9	NOW	286	274	N.A.	
Savings	5,498	5,417	4,668	+ 18	Savings	1,787	1,786	N.A.	
Time	10,993	10,835	8,844	+ 24	Time	6,075	5,999	N.A.	
Credit Union Deposits	1,303	1,280	1,334	− 2		JUN	MAY	JUN	
Share Drafts	82	84	68	+ 21	Mortgages Outstanding	8,799	8,653	8,144	+ 8
Savings & Time	1,213	1,197	1,196	+ 1	Mortgage Commitments	553	541	455	+ 21
LOUISIANA									
Commercial Bank Deposits	25,881	25,887	24,986	+ 4	Savings & Loans**				
Demand	5,689	5,826	6,025	− 6	Total Deposits	9,540	9,434	9,407	+ 1
NOW	1,502	1,530	1,378	+ 9	NOW	236	237	178	+ 33
Savings	5,533	5,560	5,307	+ 4	Savings	2,275	2,325	2,453	− 7
Time	13,688	13,569	12,877	+ 6	Time	7,150	6,992	5,864	+ 22
Credit Union Deposits	211	210	192	+ 10		JUN	MAY	JUN	
Share Drafts	23	24	22	+ 5	Mortgages Outstanding	8,865	8,734	7,529	+ 18
Savings & Time	207	206	189	+ 10	Mortgage Commitments	712	591	462	+ 54
MISSISSIPPI									
Commercial Bank Deposits	12,147	12,121	11,497	+ 6	Savings & Loans**				
Demand	2,352	2,384	2,481	− 5	Total Deposits	2,031	2,010	N.A.	
NOW	829	855	784	+ 6	NOW	78	80	N.A.	
Savings	2,402	2,450	2,459	− 2	Savings	388	394	N.A.	
Time	6,880	6,811	6,128	12	Time	1,596	1,585	N.A.	
Credit Union Deposits	*	*	*			JUN	MAY	JUN	
Share Drafts	*	*	*		Mortgages Outstanding	2,076	2,083	1,997	+ 4
Savings & Time	*	*	*		Mortgage Commitments	214	217	40	+ 435
TENNESSEE									
Commercial Bank Deposits	23,365	23,294	21,866	+ 7	Savings & Loans**				
Demand	4,428	4,508	4,525	− 2	Total Deposits	6,938	7,048	N.A.	−
NOW	1,827	1,872	1,564	+ 17	NOW	191	202	N.A.	+
Savings	4,851	4,893	5,196	− 7	Savings	1,293	1,325	N.A.	−
Time	12,538	12,405	10,940	+ 15	Time	5,495	5,574	N.A.	+
Credit Union Deposits	993	988	868	+ 14		JUN	MAY	JUN	
Share Drafts	67	79	65	+ 3	Mortgages Outstanding	5,442	5,474	5,801	− 6
Savings & Time	935	930	821	+ 14	Mortgage Commitments	379	412	190	+ 99

Notes: All deposit data are extracted from the Federal Reserve Report of Transaction Account, other Deposits and Vault Cash (FR2900), and are reported for the average of the week ending the 1st Wednesday of the month. This data, reported by institutions with over $15 million in deposits as of December 31, 1979, represents 95% of deposits in the six state area. The major differences between this report and the "call report" are size, the treatment of interbank deposits, and the treatment of float. The data generated from the Report of Transaction Accounts is for banks over $15 million in deposits as of December 31, 1979. The total deposit data generated from the Report of Transaction Accounts eliminates interbank deposits by reporting the net deposits "due to" and "due from" other depository institutions. The Report of Transaction Accounts subtracts cash in process of collection from demand deposits, while the call report does not. Savings and loan mortgage data are from the Federal Home Loan Bank Board Selected Balance Sheet Data. The Southeast data represent the total of the six states. Subcategories were chosen on a selective basis and do not add to total.

* = fewer than four institutions reporting.

** = S&L deposits subject to revisions due to reporting changes.

N.A. = not available at this time.

SOURCE: Federal Reserve Bank of Atlanta, Southeastern Economic Insight. October 1, 1984.

Financial Transactions, Banks and S & L's, United States, Southeastern States, July and August, 1984

$ millions	AUG 1984	JUL 1984	AUG 1983	ANN. % CHG.		AUG 1984	JUL 1984	AUG 1983	ANN. % CHG.
UNITED STATES									
Commercial Bank Deposits	1,388,132	1,380,285	1,278,239	+ 9	Savings & Loans**				
Demand	305,958	314,145	302,296	+ 1	Total Deposits	682,453	674,283	603,973	+ 13
NOW	90,674	88,727	80,677	+ 12	NOW	20,582	19,726	17,634	+ 17
Savings	355,986	358,985	344,083	+ 3	Savings	166,929	170,786	186,131	- 10
Time	670,766	659,099	584,147	+ 13	Time	497,490	485,829	403,469	+ 23
Credit Union Deposits	53,366	52,992	61,029	- 13		JUL	JUN	JUL	
Share Drafts	5,762	5,526	5,448	+ 6	Mortgages Outstanding	572,336	563,375	494,930	+ 16
Savings & Time	47,445	47,262	49,885	- 5	Mortgage Commitments	47,383	47,754	33,099	+ 43
SOUTHEAST									
Commercial Bank Deposits	158,738	157,576	144,606	+ 10	Savings & Loans				
Demand	35,892	36,320	35,353	+ 2	Total Deposits	90,159	89,229	N.A.	
NOW	11,624	11,417	10,323	+ 13	NOW	3,257	3,084	N.A.	
Savings	40,855	40,802	38,025	+ 7	Savings	21,022	21,307	N.A.	
Time	74,127	73,113	64,261	+ 15	Time	66,317	65,182	N.A.	
Credit Union Deposits	6,203	6,202	5,859	+ 6		JUL	JUN	JUL	
Share Drafts	559	541	480	+ 16	Mortgages Outstanding	71,799	70,986	65,820	+ 9
Savings & Time	5,307	5,493	4,982	+ 11	Mortgage Commitments	5,544	5,424	4,700	+ 18
ALABAMA									
Commercial Bank Deposits	16,507	16,455	15,162	+ 9	Savings & Loans**				
Demand	3,759	3,712	3,687	+ 2	Total Deposits	5,517	5,436	5,080	+ 9
NOW	1,035	1,021	915	+ 13	NOW	169	158	138	+ 22
Savings	3,297	3,322	3,132	+ 5	Savings	880	877	886	- 1
Time	8,939	8,851	7,898	+ 13	Time	4,508	4,441	4,119	+ 9
Credit Union Deposits	971	974	904	+ 7		JUL	JUN	JUL	
Share Drafts	99	97	84	+ 18	Mortgages Outstanding	4,190	4,165	3,669	+ 14
Savings & Time	851	843	775	+ 10	Mortgage Commitments	288	222	216	+ 33
FLORIDA									
Commercial Bank Deposits	55,909	55,623	50,344	+ 11	Savings & Loans**				
Demand	12,610	12,792	12,449	+ 1	Total Deposits	57,948	57,272	54,540	+ 6
NOW	4,794	4,724	4,305	+ 11	NOW	2,283	2,255	2,076	+ 10
Savings	19,210	19,195	17,278	+ 11	Savings	14,460	14,687	16,728	- 14
Time	20,511	20,161	17,243	+ 19	Time	41,282	40,425	36,179	+ 14
Credit Union Deposits	2,729	2,721	2,547	+ 7		JUL	JUN	JUL	
Share Drafts	279	272	240	+ 16	Mortgages Outstanding	42,426	41,759	38,991	+ 9
Savings & Time	2,307	2,295	1,997	+ 16	Mortgage Commitments	3,560	3,386	3,240	+ 10
GEORGIA									
Commercial Bank Deposits	24,372	24,103	20,798	+ 17	Savings & Loans				
Demand	7,190	7,356	6,779	+ 6	Total Deposits	8,064	8,013	7,751	+ 4
NOW	1,537	1,506	1,366	+ 13	NOW	283	266	216	+ 31
Savings	5,653	5,499	4,684	+ 21	Savings	1,794	1,787	1,808	- 1
Time	11,080	10,993	9,018	+ 23	Time	6,117	6,075	5,885	+ 4
Credit Union Deposits	1,305	1,303	1,329	- 2		JUL	JUN	JUL	
Share Drafts	88	82	70	+ 26	Mortgages Outstanding	8,908	8,798	8,075	+ 10
Savings & Time	1,217	1,213	1,192	+ 1	Mortgage Commitments	553	489	472	+ 17
LOUISIANA									
Commercial Bank Deposits	26,134	25,881	24,872	+ 5	Savings & Loans**				
Demand	5,633	5,689	5,837	- 3	Total Deposits	9,605	9,339	8,351	+ 15
NOW	1,577	1,502	1,367	+ 12	NOW	244	236	173	+ 41
Savings	5,511	5,533	5,357	+ 3	Savings	2,218	2,275	2,218	- 8
Time	13,946	13,647	12,817	+ 9	Time	7,273	7,130	5,865	+ 24
Credit Union Deposits	213	211	196	+ 9		JUL	JUN	JUL	
Share Drafts	24	23	23	+ 4	Mortgages Outstanding	8,857	8,766	7,143	+ 24
Savings & Time	209	207	191	+ 9	Mortgage Commitments	600	724	511	+ 17
MISSISSIPPI									
Commercial Bank Deposits	12,195	12,147	11,503	+ 6	Savings & Loans**				
Demand	2,361	2,343	2,388	- 1	Total Deposits	2,029	2,031	N.A.	
NOW	849	837	793	+ 7	NOW	81	78	N.A.	
Savings	2,355	2,402	2,450	- 4	Savings	388	388	N.A.	
Time	6,947	6,880	6,152	13	Time	1,590	1,596	N.A.	
Credit Union Deposits	*	*	*			JUL	JUN	JUL	
Share Drafts	*	*	*		Mortgages Outstanding	2,004	2,059	2,003	+ 0
Savings & Time	*	*	*		Mortgage Commitments	190	223	46	+ 313
TENNESSEE									
Commercial Bank Deposits	23,621	23,367	21,927	+ 8	Savings & Loans**				
Demand	4,339	4,428	4,213	+ 3	Total Deposits	6,996	6,938	N.A.	
NOW	1,882	1,877	1,579	+ 19	NOW	197	191	N.A.	+
Savings	4,829	4,851	5,104	- 5	Savings	1,282	1,293	N.A.	-
Time	12,704	12,541	11,133	+ 14	Time	5,549	5,495	N.A.	+
Credit Union Deposits	985	993	883	+ 12		JUL	JUN	JUL	
Share Drafts	69	67	63	+ 10	Mortgages Outstanding	5,414	5,439	5,719	- 5
Savings & Time	923	935	827	+ 12	Mortgage Commitments	352	380	215	+ 64

Notes: All deposit data are extracted from the Federal Reserve Report of Transaction Account, other Deposits and Vault Cash (FR2900), and are reported for the average of the week ending the 1st Wednesday of the month. This data, reported by institutions with over $15 million in deposits as of December 31, 1979, represents 95% of deposits in the six state area. The major differences between this report and the "call report" are size, the treatment of interbank deposits, and the treatment of float. The data generated from the Report of Transaction Accounts is for banks over $15 million in deposits as of December 31, 1979. The total deposit data generated from the Report of Transaction Accounts eliminates interbank deposits by reporting the net deposits "due to" and "due from" other depository institutions. The Report of Transaction Accounts subtracts cash in process of collection from demand deposits, while the call report does not. Savings and loan mortgage data are from the Federal Home Loan Bank Board Selected Balance Sheet Data. The Southeast data represent the total of the six states. Subcategories were chosen on a selective basis and do not add to total.

* = fewer than four institutions reporting.

** = -S&L deposits subject to revisions due to reporting changes.

N.A. = not available at this time.

SOURCE: Federal Reserve Bank of Atlanta, Southeastern Economic Insight. October 15, 1984.

STATE ECONOMIC INDICATORS

Indicator	August 1984[1]	July 1984[2]	August 1983[3]	Per Cent One Month Ago[3]	Change One Year Ago[3]
EMPLOYMENT, EARNINGS AND HOURS[4]					
Total Employment	963,700	961,900	936,200	0.2	2.9
Non-Ag Employment	792,800	794,800	782,000	—2.0	10.8
Mining	9,100	9,100	8,700	—0—	0.4
Contract Construction	33,600	33,500	35,300	0.1	—1.7
Manufacturing	211,100	210,000	208,200	1.1	2.9
Transportation and Public Utilities	38,600	38,800	38,700	—0.2	1.9
Wholesale and Retail Trade	170,600	170,300	165,900	0.3	4.7
Finance, Insurance and Real Estate	34,800	34,800	34,000	—0—	0.6
Service	124,400	125,900	122,600	—1.5	1.8
Government	170,700	172,800	170,600	—1.9	0.1
Unemployment Rate (Per Cent Labor Force)	11.3	10.3	12.4	——	——
Average Weekly Earnings in Manufacturing (Dollars)	280.83	274.11	269.73	2.4	4.1
Average Hourly Earnings in Manufacturing (Dollars)	6.90	6.87	6.66	0.4	3.6
Average Weekly Hours in Manufacturing	40.7	39.9	40.5	2.0	0.5
PRODUCTION (000's)					
Petroleum Production					
Production of Crude Petroleum (bbls.)[5]	2,653	2,840	2,534	—6.6	4.7
Gasoline Delivered to Dealers (gals.)[6]	88,374	150,025	121,909	—41.1	—27.5
PUBLIC UTILITIES					
Sales of Electricity (000's KWH)[7]	2,326,947	2,365,362	2,413,571	—1.6	—3.6
RETAIL SALES (000's)[8]	1,539,065	1,549,881	1,658,344	—0.7	—7.2

Indicator	May 1984	April 1984	May 1983	Per Cent One Month Ago	Change One Year Ago
AGRICULTURE (000's)[9]					
Total Cash Receipts from Farm Marketings	116,449	47,746	80,595	143.9	44.5
Cash Receipts from Marketing Livestock	95,794	68,315	79,088	40.2	21.1
Cash Receipts from Marketing Crops	20,655	20,569	1,507	0.4	127.1

[1]Preliminary

[2]Revised

[3]Percent change calculated with revised figures, not comparable with previously published data.

[4]Mississippi Employment Security Commission

[5]State Oil and Gas Board for April

[6]Mississippi Motor Vehicle Comptroller

[7]Mississippi Power Company, Mississippi Power and Light Company and Tennessee Valley Authority.

[8]Mississippi Tax Commission

[9]U.S. Department of Agriculture

INDEXES OF SELECTED MISSISSIPPI ECONOMIC INDICATORS

[Seasonally Adjusted]

1969 = 100

Indicator	August 1984	July 1984	August 1983
Retail Sales	163.1	168.2	176.4
Electric Sales	210.3	221.6	224.0
Gasoline Gallonage	103.6	173.8	145.7

BUSINESS ACTIVITY BY CITY

	City Sales Tax Collections			Building Permits		
	Current Month August	PerCent Month Ago	Change Year Ago	Current Month August	Month Ago	Year Ago
Aberdeen	56,739	—12.1	19.1	114,700	102,773	105,400
Baldwyn	23,759	—10.8	—2.8	——	——	——
Batesville	76,890	—8.0	16.5	209,635	128,949	368,750
Bay Springs	27,352	1.5	24.1	——	——	——
Bay St. Louis	55,764	—8.0	27.3	—0—	375,697	—0—
Belmont	10,740	—2.6	1.0	——	——	——
Belzoni	35,269	12.1	11.4	10,000	11,800	30,600
Biloxi	396,980	—4.4	19.5	1,344,185	744,652	3,258,349
Brandon	41,480	—27.3	—3.5	520,200	546,000	172,000
Brookhaven	137,456	—10.8	14.3	108,250	140,400	106,500
Brooksville	3,013	—13.3	—14.5	——	——	——
Canton	89,544	9.2	38.1	——	——	1,638,210
Carthage	53,923	—6.2	20.9	91,000	137,020	126,368
Charleston	19,941	—18.4	11.6	——	——	——
Clarksdale	158,929	—2.2	27.1	66,700	158,900	431,126
Cleveland	119,729	—5.3	21.5	——	——	——
Collins	50,764	21.9	80.8	—0—	55,000	—0—
Columbia	116,952	0.6	19.0	——	——	——
Columbus	307,855	—0.8	23.7	659,814	274,148	1,477,700
Corinth	141,730	—5.1	26.7	251,300	106,500	349,886
Crystal Springs	30,161	2.4	4.3	628,000	255,000	30,000
Drew	13,098	3.5	30.7	3,000	2,000	3,000
Edwards	6,736	29.5	—12.8	44,100	8,000	33,000
Ellisville	13,447	—27.5	—6.9	——	——	——
Eupora	19,878	—19.3	23.2	——	——	——
Fayette	11,279	—12.4	19.5	——	——	——
Forest	69,025	1.1	15.3	1,547,000	1,123,500	126,500
Greenville	304,366	7.2	17.5	313,697	587,151	222,300
Greenwood	197,663	—1.1	11.0	74,100	152,900	4,903,000
Grenada	120,415	—11.3	26.3	——	——	——
Gulfport	359,828	11.0	15.1	1,131,343	1,088,292	1,764,722
Hattiesburg	474,526	—8.3	16.2	1,250,469	1,953,590	4,150,843
Hernando	33,087	—7.2	22.9	403,600	531,492	155,765
Hollandale	16,943	—1.9	23.8	99,300	48,850	15,700
Holly Springs	52,723	—10.3	16.0	660,500	274,000	—0—
Houston	41,681	—10.8	—4.6	150,000	121,350	50,250
Indianola	77,463	—6.0	16.5	——	——	——
Iuka	32,407	—19.4	16.4	——	——	——
Jackson	1,981,706	—1.2	26.1	8,138,537	10,851,794	7,456,349
Kosciusko	59,244	—23.1	—0.0	——	——	——
Laurel	330,606	—16.7	13.6	2,543,421	1,032,841	419,315
Leland	23,065	—15.2	—3.1	10,200	—0—	87,400
Lexington	23,091	—12.6	—5.4	——	——	——
Louisville	58,726	—13.8	11.6	207,150	630,461	205,154
Lucedale	42,161	1.5	46.1	100,00	—0—	30,000
Lumberton	11,928	—14.9	22.7	——	——	——
Macon	16,695	—14.7	1.4	——	——	——
Magee	56,875	—8.8	19.8	——	——	——
Magnolia	12,573	7.4	50.0	40,500	18,000	42,000
Marks	20,823	—7.3	13.1	——	——	——
McComb	162,927	—2.1	19.9	141,500	357,850	394,675
Meadville	5,871	—14.9	—15.4	——	——	——
Mendenhall	24,636	—13.1	5.2	—0—	31,500	—0—
Meridian	502,994	—5.0	25.1	646,312	1,540,408	5,141,734
Monticello	25,382	—5.6	19.6	—0—	35,000	3,000
Morton	23,548	—11.8	—1.7	——	——	——
Moss Point	83,592	—6.6	21.5	111,006	1,164,900	——
Natchez	300,391	4.4	28.0	328,130	104,430	375,743
New Albany	74,271	—15.9	19.4	3,699,672	498,886	11,500
Newton	30,654	—11.3	15.5	16,200	38,450	110,247
Ocean Springs	102,604	—0.6	25.0	——	——	——
Okolona	16,919	—13.2	7.2	4,000	30,000	5,500
Oxford	117,065	—0.8	28.0	368,150	1,149,200	629,628
Pascagoula	236,369	—7.8	18.3	——	——	——
Pass Christian	20,024	0.1	23.5	——	——	——
Philadelphia	82,518	—5.9	17.0	——	——	——

BUSINESS ACTIVITY BY CITY

	City Sales Tax Collections			Building Permits		
	Current Month July	PerCent Month Ago	Change Year Ago	Current Month July	Month Ago	Year Ago
Picayune	109,284	—6.3	15.5	797,000	871,000	997,000
Pontotoc	47,268	—20.6	5.9	——	——	——
Poplarville	18,985	2.1	5.5	——	8,000	—0—
Port Gibson	16,156	—10.2	—1.9	——	——	——
Prentiss	27,867	—24.3	16.1	460,125	3,200	5,000
Quitman	29,710	—17.1	13.8	——	——	——
Raymond	5,597	0.6	35.9	——	——	——
Richton	11,559	—13.5	9.0	2,500	—0—	—0—
Rosedale	9,342	—6.4	10.2	——	——	——
Ruleville	14,875	—8.3	10.1	——	——	——
Sardis	22,200	—5.4	9.9	8,000	70,500	10,000
Senatobia	61,324	—11.5	18.9	229,800	1,339,500	90,700
Shelby	11,682	—19.8	9.1	——	——	——
Starkville	121,353	—6.9	13.7	——	343,700	782,000
Summit	14,729	—2.6	33.5	——	——	——
Taylorsville	13,320	1.0	24.6	——	——	——
Tchula	5,311	—1.1	5.4	——	——	——
Tunica	20,042	—9.1	34.6	——	5,400	18,000
Tupelo	389,009	—7.9	12.8	1,790,334	1,210,486	1,644,827
Union	14,438	—21.4	—12.6	——	——	——
Utica	11,133	—10.9	11.7	——	——	——
Vicksburg	255,318	—3.4	17.4	716,478	267,261	1,678,425
Walnut Grove	841	—49.2	—51.2	——	——	——
Water Valley	29,182	—13.8	17.2	——	——	——
Waynesboro	65,991	—15.1	14.1	—0—	90,000	368,200
West Point	60,708	—5.3	15.4	588,297	1,087,660	123,500
Wiggins	28,621	—13.1	16.3	——	——	——
Winona	40,611	—4.4	14.7	——	74,000	53,500
Yazoo City	129,519	43.3	84.3	——	——	——

STANDARD METROPOLITAN STATISTICAL AREAS

JACKSON [Hinds and Rankin Counties]	August 1984	July 1984	August 1983	Per Cent Month Ago	Change Year Ago
MANPOWER DATA					
Civilian Labor Force	165,200	165,800	160,800	—0.4	2.7
Unemployed Persons	11,600	11,600	13,000	—0—	—10.8
Per Cent of Labor Force	7.0	7.0	8.1	——	——
Employed Persons	153,600	152,200	147,800	—5.7	3.9
Non-Ag Wage & Salaries	131,600	130,200	125,700	1.1	4.7
Manufacturing	20,200	20,100	20,200	0.5	—0—
CITY SALES TAX COLLECTIONS	2,046,654	2,086,254	1,635,749	—1.9	25.1

BILOXI-GULFPORT [Hancock, Harrison and Stone Counties]	August 1984	July 1984	August 1983	Per Cent Month Ago	Change Year Ago
MANPOWER DATA					
Civilian Labor Force	71,300	71,610	72,400	—0.4	—1.5
Unemployed Persons	7,460	7,540	8,950	—1.1	—16.7
Per Cent of Labor Force	10.5	10.5	12.4	——	——
Employed Persons	63,840	64,070	63,450	—0.4	0.6
Non-Ag Wage & Salaries	53,800	53,930	53,070	—0.2	1.2
Manufacturing	9,550	9,640	9,890	—0.9	—3.4
CITY SALES TAX COLLECTIONS	776,832	759,109	660,956	—2.3	17.5

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Retail Sales By Store Group, By County, 1983

SOURCE: **Sales Marketing Management, 1984 Survey of Buying Power**

County	Food ($000's)	Eating & Drinking Places ($000's)	General Mdse. ($000's)	Furniture Furnish Appliance ($000's)	Auto-motive ($000's)	Drug ($000's)
Adams	62,545	19,509	36,187	9,385	45,931	6,607
Alcorn	22,726	11,475	15,106	7,146	24,831	3,440
Amite	8,403	874	1,607	680	3,883	1,042
Attala	17,733	2,019	7,782	3,284	9,083	1,999
Benton	5,218	281	312	184	564	183
Bolivar	43,526	7,829	11,961	4,399	18,888	6,053
Calhoun	14,908	1,347	2,681	1,333	9,836	2,064
Carroll	2,852	239	229	149	76 0	13 0
Chickasaw	24,694	1,848	3,340	5,646	12,318	1,445
Choctaw	7,746	264	1,118	662	1,049	638
Claiborne	11,975	2,454	701	460	4,093	203
Clarke	15,769	1,643	2,013	621	5,251	874
Clay	18,279	3,530	6,797	3,226	8,526	2,289
Coahoma	44,161	6,537	10,386	4,288	20,216	3,163
Copiah	23,905	3,586	5,530	3,283	14,370	2,733
Covington	11,311	862	5,232	617	9,905	1,547
DeSoto	59,197	6,823	17,917	3,484	21,995	4,033
Forrest	49,021	52,199	76,894	19,498	49,992	19,350
Franklin	2,325	155	395	360	2,908	3,709
George	16,924	961	4,381	966	5,256	1,648
Greene	5,776	181	706	72	1,690	406
Grenada	36,353	4,487	12,435	5,776	42,768	4,340
Hancock	34,636	3,428	6,398	512	12,316	2,314
Harrison	203,909	87,999	157,838	27,351	107,451	24,573
Hinds	338,626	124,411	240,849	61,212	250,626	45,264
Holmes	23,023	1,332	3,359	581	7,732	2,175
Humphreys	6,559	1,084	2,505	758	5,515	1,840
Issaquena	730	47	---	---	---	---
Itawamba	21,362	1,793	1,780	1,459	13,050	1,640
Jackson	142,013	35,594	86,164	14,464	53,068	17,718
Jasper	8,100	532	3,150	279	7,383	2,266
Jefferson	7,181	434	209	76	2,607	420
Jeff Davis	13,049	306	1,427	191	5,629	523
Jones	78,606	22,703	41,890	15,480	39,393	9,029
Kemper	6,650	181	2,212	---	757	---
Lafayette	31,281	8,302	10,541	2,398	8,485	3,194
Lamar	44,120	3,099	2,616	143	17,053	2,118
Lauderdale	112,385	31,525	78,220	13,521	62,567	14,088
Lawrence	11,377	447	1,301	1,566	7,201	464
Leake	20,265	2,237	8,357	2,041	6,532	1,707
Lee	89,511	34,183	63,336	14,507	65,021	8,882
Leflore	47,758	13,057	21,346	6,900	19,879	4,494
Lincoln	33,907	6,655	6,444	4,889	17,234	4,042

County	Food ($000's)	Eating & Drinking Places ($000's)	General Mdse. ($000's)	Furniture Furnish Appliance ($000's)	Auto-motive ($000's)	Drug ($000's)
Lowndes	63,968	20,388	37,091	9,228	32,105	8,398
Madison	32,499	4,258	14,504	2,439	24,062	3,833
Marion	43,661	3,805	6,372	2,777	12,889	2,344
Marshall	31,432	2,664	1,211	597	10,990	1,309
Monroe	37,284	5,766	16,706	3,461	25,388	5,335
Montgomery	11,097	2,480	3,982	2,446	6,639	2,114
Neshoba	27,580	1,390	9,925	2,841	15,138	2,976
Newton	20,881	2,196	1,934	1,128	3,068	1,284
Noxubee	11,989	316	4,918	1,006	2,034	1,574
Oktibbeha	31,826	9,709	16,141	3,998	10,459	3,106
Panola	36,592	2,679	4,914	1,201	14,009	3,369
Pearl River	45,467	8,679	14,627	6,467	15,188	4,204
Perry	9,735	652	3,075	93	2,313	949
Pike	46,508	13,445	12,237	5,250	44,685	8,627
Pontotoc	14,393	1,520	10,284	961	9,867	2,101
Prentiss	33,783	2,958	10,487	3,533	16,793	2,157
Quitman	10,897	735	1,608	1,030	2,160	1,454
Rankin	57,646	31,155	22,429	10,352	22,960	5,881
Scott	34,650	2,077	8,926	2,901	15,137	2,605
Sharkey	9,016	591	1,107	645	1,950	1,033
Simpson	24,855	3,126	5,524	1,302	13,671	3,074
Smith	14,510	334	1,114	447	5,402	1,344
Stone	7,845	1,538	2,201	503	6,191	1,271
Sunflower	49,492	1,502	3,931	1,572	8,348	2,537
Tallahatchie	11,963	287	778	252	5,206	828
Tate	35,961	4,428	7,760	485	9,592	2,205
Tippah	16,465	1,382	5,463	2,048	9,409	2,054
Tishomingo	12,292	1,778	4,737	1,293	8,784	2,076
Tunica	6,174	1,567	2,032	706	4,054	449
Union	21,826	3,096	11,309	1,473	11,339	2,387
Walthall	14,061	1,499	1,611	495	10,918	1,025
Warren	78,324	18,583	35,572	7,637	28,763	6,698
Washington	90,247	16,770	73,026	13,754	48,951	10,217
Wayne	19,387	2,885	3,748	3,458	11,501	2,172
Webster	9,447	2,356	1,118	782	5,980	374
Wilkinson	11,402	723	2,074	138	4,980	1,274
Winston	16,206	2,635	3,122	2,150	10,521	2,589
Yalobusha	8,251	1,305	2,190	1,428	2,809	803
Yazoo	24,859	2,090	12,915	5,279	11,595	2,116
State Total	2,864,874	693,799	1,346,437	351,503	1,528,981	324,793